

“New Employability Within Self-leadership in Music Academic Programs” - is an Erasmus plus Strategic Partnership project started in 2019.

I'm Carla Conti the project manager.

The SANTA CECILIA CONSERVATORY Rome is the leading institution, its partners are: AEC Bruxelles, European University Cyprus, Royal Irish Academy of Music - Dublin, YASAR University Izmir.

The focus of this project is to improve the skill sets required for a broad music career developing the traditional education provided through the Higher Education Institutions.

The NEWS in MAP crucial point is to propose a new direction in music academic programs through the most important facets for new music careers: self-leadership, motivational strategies to increase performing, team building, business establishment, tournée/event, design marketing, and entrepreneurship.

Despite all the limitations and difficulties caused by the pandemic, in the two and half years of our project we have worked on the seven intellectual outputs: conducting many researches (analysis and studies to identify international standards in leadership, and a comparative country analysis in music employability, cooperative learning environment), then we have taken interviews, made surveys and collected questionnaires.

We have drawn up a Course module, it's title is: “Employability within Self-leadership”, we are completing a Guidance and Course content Book and a E-learning platform for a new network in music career leadership.

Moreover, we realized many activities:

- a full week of online lectures and discussions, on entrepreneurship and leadership, aimed to staff and teachers working in higher music education institutions;
- a staff training with lectures on business coaching, entrepreneurship & business data, organization structure, market research and marketing strategies, project description, economic-financial forecasting, balance-sheet and profit loss accounting and sourcing investment;

To match the two main aspects of our project: self-leadership and entrepreneurship, we have launched two calls for students competitions:

- for cartoon and comics music on the NEWS in MAP website,
- and for the restyling of the website.

Each of the four institutions has allocated funds for their two winning students. The aim of these competitions is on one side that we will adopt the website design of the winner student and, on the other side, that the music will alternate every month on the website.

We are very pleased to have carried out two activities that involved the students of the four Higher Education Institutions. Although the activities have been online, we received a very positive feedback:

- (the first one has been) an online mobility, "Mosso con brio" promoting student self-leadership through participation in a range of activities focusing on internationalization, apprenticeships and cross-border collaboration;
- (The second) an intensive program for students, "Let's create our future with music", based on the cooperative entrepreneurial mind-set.

For this reason, today we have invited five students to talk about their experience in NEWS in MAP. They come from the Department of Music Education of the Conservatory of Santa Cecilia in Rome.

Actually they are attending the Master of Music Education, but all of them also have got Bachelor and Master degrees in Pop and Jazz.

They are students and, at the same time, they are also active as artists, authors, performers, songwriters and producers.

Welcome to Elisabetta Scolamacchia, Matteo Cappella, Raphael Py Audi, Jacopo Tuzi and Pamela Placitelli.

Elisabetta the floor is yours.